

## ABSTRACT OF THE DISCLOSURE

The invention makes effective use of features of rewritable paper when selling. A packaging system prints prescribed contents on a print face of rewritable paper in the leading portion in the form of sales, and then packages it. When a purchaser uses the rewritable paper in practice, he or she can print target information without any hindrance via rewriting which is a feature of the rewritable paper. It is therefore not necessary to present information that a distributor wants to present to a purchaser upon selling the rewritable paper by printing such information on a separate sheet or on the wrapping. This permits resource saving and enables a new sales form to be provided by effective use of the features of the rewritable paper.